

MODULE



EnACTivism

"What should the quote be?"

- Grace Mitchell

"I don't knooooowow."

- Alyssa Daniels

Introduction

This module will further explain activism, introducing students to methods of activism as well as providing modern day examples.

Objectives

1. SWBAT identify and be able to use each method of activism in pushing forward their project.
2. SWBAT see the use of modern day activism around them and identify the movements or concepts to their benefit.

Agenda

1. Review of Types (5 min)
2. Methods of Activism (20 min)
3. Modern Day Activism (20 min)
4. Astroturfing (10 min)
5. Public Speaking (remaining time)

Connections

1. Intro to Activism
2. Journalism
3. Media
4. Social Movements

Topics

Intro to Activism Review

Purpose: To ensure that students have retained the information that they learned in the previous module, a short review.

Materials: N/A

Directions: Ask students to recall what the last module was about and what they learned.

Discussion: Make sure to hit these points:

- Definition of Activism
- Types of Activism

Methods of Activism

Resources:

1. <https://escholarship.org/uc/item/7z63n6xr>.

CORE Crash Course (CCC):

These methods are the many ways used to advance and bring to light issues:

- Education
- Boycott/Economic Activism
- Demonstrations, Protest, and Strikes
- Media Activism
- Petitioning
- Propaganda

Methods of Activism Kahoot (Activity 1)

Purpose: For students to get a basic understanding of the methods of activism

Materials: <https://play.kahoot.it/#/k/ce9b7a44-6667-4bf7-a77a-8856a0a58b54>

Directions: Have the class play the kahoot. This kahoot contains pictures and videos as examples of methods of activism, the students will have choose which method goes with the picture/video provided. After the kahoot is done, make sure students understand each method.

Discussion:

1. Was it hard to choose what method goes with which picture/video? Why or Why not?
2. Were there some pictures/videos that could fit into multiple categories?
 - a. Ex: Boycotting is the actual not buying or going to a company, but you can also

stage a protest to support the boycott and bring light to it. These methods are paired together in various situations.

3. What methods of activism do you see today?
4. What are some modern movements that use these methods?

Modern Day Activism

CORE Crash Course (CCC):

After students learn about the History of Activism, they will talk about modern day and how it affects them on a personal level. They will have mostly seen and heard about these topics in the news, especially social media. This content will give the examples and ideas on how to do their activism projects. Also, use what they said in their -ivism pitches and give them context.

Internet Activism:

- Hacktivism - the use of hacking to push an agenda on an issue
 - Anonymous
- Slacktivism - liking something or retweeting something and supporting a movement, but having no impact whatsoever
- Hashtactivism - the use of hashtags to give an issue light on social media

-ivism (Activity 2)

Purpose: Show students how modern day activism arises and how adding -ivism is so easy, but not necessarily meaningful. Students will examine the legitimacy of movements.

Materials: N/A

Directions: Put students into groups. They will need to make their own movement with parameters and try to make the other groups follow their cause. Their cause will need:

1. A topic and a mission statement
2. Clear methods of how to bring light to their cause
3. An easy way for your followers to know who you are and to follow you

Look for examples of this and tell them after they use it (This will be before you teach Modern Day, so don't tell them, just be like wow, so many hashtags!):

EXAMPLE

- Slacktivism : "Oh yeah, I support their movement of pie in Sodexo, cool." Maybe even ask them, do you guys like this movement? A raise of hands?
- Hashtactivism: "We have a hashtag called #Sopieco."
- Methods such as Boycotting: "Don't get any desserts at Sodexo until we get our pies!"

Discussion:

- Was is easy to get support for your movement in the class?
- Do you think if this was live on twitter, with what you presented, the movement would take form?

- Did you see trends on how people pitched their movements to you?

Astroturfing

CORE Crash Course (CCC): Astroturfing - The process in which companies make a fake activism group and push their agenda through the front of this fake “people run” activism

- Example: Citizens for Fire Safety was made to seem like a people run activism group that fought for having things be fireproof and non-flammable. When in actuality, it was only run by 3 companies who sold fire retardant paint and furthered their profit through this activist group.

Is this Real or Fake?

Purpose: To bring light to the issue of fake activist movements that push forward a company.

Materials: N/A

Directions: Show students these various blogs or twitters or websites. All of these are fake activist movements or things. Ask the students, is this a real thing or do you think it's fake?



- Al Gore's Penguin Army
- <https://www.youtube.com/watch?v=IZSqXUSwHRI> “Al Gore’s Penguin Army”
 - In 2006, Al Gore released a documentary called “An Inconvenient Truth” that attempted to expose the dangerous effects that carbon was wreaking on our environment. It was seemingly released by a normal 29 year old guy, but the video -- which was the first sponsored clip on Google the same day as the

movie's release -- could be traced back to DCI Group, a public relations and lobbying firm employed by Exxon Mobil. Exxon Mobil is an oil company that was exposed for knowing that carbon emissions from oil would be detrimental to the environment back in the 1980s.

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- AAR for Small Company Rights
 - The AAR was a group that campaigned against a law that would require cigarettes to be packaged in a plain box, with health warnings and the brand name in plain lettering. This campaign gained decent traction because of the argument about the effect bad branding would have on small businesses. The AAR, however, was eventually found to be financed by Big Tobacco brands like Phillip Morris International, British American Tobacco, and Imperial Tobacco.
- <https://japantoday.com/category/business/mcdonalds-admits-1000-people-paid-to-join-queue-for-quarter-pounder-debut-in-osaka>
 - McDonald's paid people to get in line for a Quarter Pounder burger in Japan http://upload.wikimedia.org/wikipedia/commons/thumb/8/86/McDonald%27s_Himeji_Miyukidoori.jpg/800px-McDonald%27s_Himeji_Miyukidoori.jpg
The release of the Quarter Pounder in Japan was a pretty big deal, judging by the size of the crowds. In fact, it was a record-setting day for the McDonald's in Osaka.
As it turns out, McDonalds had recruited 1,000 part-time employees to line up -- starting at midnight before the store even opened -- and generate buzz for the burger. The "customers" were paid for their time and had their meal compensated. McDonalds admitted to the ploy, but said it was part of a "customer feedback" for "market research."

Discussion:

- Did these surprise you? Not surprise you? Have heard before?
- Are you rethinking any activism groups that may only be astroturfs?
- How does this fake activism affect real activism and how people support it? How are they hurting real grassroots movements?
- Any ways to combat or find out if the organizations are real or not people run?

Has Activism Gone Too Far?

Resources:

<https://www.theatlantic.com/entertainment/archive/2018/07/is-metoo-too-big/564275/>

CORE Crash Course (CCC):

Push the question: Has Activism gone to far in some places?

Show this video : <https://www.youtube.com/watch?v=6uYqlpaOA1c>

- Is what DxE did in this video justified? Can they save / steal a turkey for their cause?
- What does Direct Action Everywhere do to other Animal Right groups?
- How can this type of activism affect others? Positively? Negatively?
- What do you think about DxE's accountability by showing their faces?
- Do you see the farming communities side of the story? Calling them terrorists?
- Talk about DxE's finances and publicity and then talk about the astroturfing aspect of it

General Questions:

- Think about #MeToo or BLM or any other movement. Is it worth it to keep pushing movements when they have so much backlash from the otherside?
- Do movements lose their spark because of it?
- Can you think of movements that have ended or lost their spark because of too much push back?
- How do other movements and their bad rep affect other organizations of the same cause?
- Is going to prison really the cost of creating change as mentioned in the DxE video?

Supplemental (?) Brett Kavanaugh

Purpose: To discuss a specific example

Materials: N/A

Directions: Explain the specifics of the case against Supreme Court Justice Brett Kavanaugh

- Brett Kavanaugh was nominated by President Trump to become a supreme court judge
- Shortly after, a sexual assault allegation arose from Christine Ford
- Many people rose up in her defense, but many people thought that it was very odd that she had put off reporting the incident for so long and there were some inconsistencies in the story

Discussion:

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